

PROGRESS ON THE NEW Y CAMPAIGN OVER THE LAST FEW YEARS:

- Purchased a well situated and well-sized property on Silver Lake Road!
- Completed site improvements to allow for immediate field-sport use!
- Achieved 50% of the Campaign goal to build the NEW Y essential phase!
- Designed the building to match highest community need including: Tennis and Swimming.

Over the last 18 months, the NEW Y campaign has been slower than desired...until now! One of the Y's early donor families called to say they wanted to see this project completed and available to our region IMMEDIATELY! This donor sees the timing for people in the construction industry trades along with the need for the NEW Y facility as being now!

To spark enthusiasm and additional donations, this family (who wishes to remain anonymous) has offered a \$2 Million Pledge/Challenge to the NEW Y Campaign! This \$2 Million Pledge/Challenge begins now through December 31, 2011 – whereby the campaign goal would be achieved allowing for construction in early 2012 – or lose the pledge.

With the news of this Pledge/Challenge, donations to the campaign have been increasing! Specifically, long-time supporter of the New Y, The Oleson Foundation, has increased its prior donation by \$300,000. Additionally, new donors, like the the Malone Family and prior donors alike, are supporting the campaign to help achieve this challenge! Every contribution or pledge before December 31st will count – Please consider supporting the completion of the NEW Y campaign!

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There are naming opportunities at all levels including:

- Naming of the Y facility
- Naming of the tennis facility
- Naming of the individual tennis courts
- Swimming lanes, and more...
- Check website for details

Now is the time to consider a gift that will benefit families in this region for generations! Please contact the Grand Traverse Bay YMCA Board of Directors and/or Capital

Campaign Steering Committee members to discuss your ideas. Information can also be obtained at the Regional Community Foundation at www.4good4ever.org.

The time is now to complete the New YMCA campaign – our match deadline is December 31st